

Upasana Pandey

Architect | Brand Strategist

Hello, I'm Upasana; my passion for manual work, combined with my interest in innovation, triggered me to jump into the design field. Designing and being dynamic have always been an important part of my life and being able to realize a project from an idea to a product, pushes me every day to improve my knowledge in different fields. I'm constantly looking for new challenges, believing in what I do with humility and a sense of humor.

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WORK EXPERIENCE

Brand Strategist

The Codigo Pvt. Ltd.

01/2024 - Present

Achievements/Tasks

- Brand Identity and Strategy for Interior and Architecture firms

Creative Strategist Intern

Godrej & Boyce Mfg. Co. Ltd.

06/2023 - 08/2023

Achievements/Tasks

- Strategic collateral creation

Assistant Architect

Sprout Design Consultants

07/2020 - 05/2022

Achievements/Tasks

- Highend Resident of Mr. Tipul Manchanda
- Filling station, Manoharpur Mini Bypass Rd. Moradabad

Architect (Construction Manager)

Triveni Greens Group

02/2019 - 06/2020

Achievements/Tasks

- Interior Design of the Branch Offices
- Residential Planning for Group Housing

Architectural Intern

Duggal Nirman

12/2016 - 06/2017

Achievements/Tasks

- Residential Planning
- Convention Centre Planning

EDUCATION

Master of Design

National Institute of Fashion Technology, India

2022 - 2024

Bachelor of Architecture (BArch)

Babu Banarasi Das University, Lucknow

2015 - 2020

SKILLS

Adobe Creative Suite

Microsoft Office

Social Media Management Tools

Data Analysis

Strategic Planning

Creativity and Problem-Solving

AutoCAD and Design Softwares

Project Management

ACTIVITIES AND ACHIEVEMENTS

International Call: Won a design challenge in the Environmental Design category organised by D'Source, IDC school of design, IIT Bombay, D'source DIC-BHU

Guest Lecturer at Invertis University, Bareilly for Panache- The Art Club

Program Coordinator at Zonal National Association of Students of Architecture

PERSONAL PROJECTS

Environmental Design

- Implemented parklets, temporary pavement extensions adaptable to parks and parking lots, offering vital outdoor space amid the COVID-19 pandemic. Leveraged insights to guide sustainable urban planning beyond the crisis, emphasizing community engagement for successful implementation and maintenance.

ANDC (National Association of Students of Architecture), India (2016)

- Transformed an under-bridge slum into a lively community area through NASA's ANDC project, improving sanitation and water access using architecture, construction planning, and graphic design. Continued this work during my Master's, designing graphics for the project.

Research Paper

- Exploring the Design and Assessing the Performance of a Bamboo Wheelbarrow Trolley as a Sustainable Substitute for Steel and Wood Variants.

INTERESTS

Design and Decor

Visual Ideas

Typography and Lettering

Travelling and Exploring

Oil Painting

Landscaping and Gardening